



# Rockville Town Center

## Phase I of a Vibrant, New Downtown



The artist's rendering above illustrates a European flair envisioned for Maryland Avenue in the future Rockville Town Center. With storefronts and cafés along the main streets and office and residential space above, the downtown will represent an area with mixed use — by day and night.

### TOWN CENTER MAJOR ELEMENTS:

- The Rockville Regional Library
- A town square
- Federal Realty Investment Trust: 144,000 square feet of retail space
- Foulger-Pratt Metro Center: Buildings 2 and 3 — 400,000 square feet of office space
- 488 apartments
- 173 condominiums
- Three public parking garages/ one private parking garage/on-street spaces (creating more than 1,700 total spaces)



## Preview of Rockville's Exciting Future Downtown

The draft design guidelines of Rockville's planned Town Center have been on display all around the City since they were first revealed at a public meeting on Feb. 19, at the F. Scott Fitzgerald Theatre. And after two "open houses" at City Hall in March where City planners heard comments from residents and business owners, and many presentations before local community groups, Rockville is moving closer to creating a revitalized downtown.

The redeveloped Town Center will include the new Rockville Regional Library, a Town Square, three public parking garages and a mix of retail, residential, office, restaurant and entertainment uses.

City planners have been providing details and answering questions about the draft design guidelines at many forums, and will continue to do so in the coming months. The guidelines are an integral part of the project because once the final guidelines are approved, private developers will be required to build their various projects according to the guidelines.

The draft design guidelines include schematics of building and street plans for the first 15 acres of Town Center that are bordered by Beall Avenue on the north; Middle Lane on the south; North Washington Street on the west and Maryland Route 355 on the east. Eventually, Town Center will expand from this focal area to more than 100 acres.

On March 10, a significant step

toward moving the project forward was the vote of the Mayor and Council to begin condemnation proceedings concerning the existing shopping center on North Washington Street with 23 retail tenants. The site of that center will become a public parking garage, part of a new pedestrian-friendly street and home to new retail stores—including a grocery store. Although the condemnation action is being filed, the City is continuing to negotiate with the shopping center's tenants to resolve their financial and relocation issues prior to a court hearing.

It is intended that construction on the library and the first parking garage will begin in late 2003 and that those structures, along with the new streets and town square, will be completed by late 2005.

The library will be a signature building for Rockville. Its design includes a mix of past, present and future. It will have large bay windows and reading areas near glass, so readers can enjoy a view.

In addition to the look of the building, the guidelines addressed how the town square will be used for special events such as the Memorial Day Hometown Holidays celebration and as host of the summer Farmers' Market.

Information on the draft design guidelines is available at from Rockville's Department of Community Planning and Development Services at City Hall at 240-314-8200. ■

### A Look Ahead Examples of Town Center Details



**A GATEWAY TO THE FUTURE:** Incorporated into the Town Center design will be "secondary gateways" to signify entrance into the center at various corners.



**A GOOD READ ON ROCKVILLE'S NEW LIBRARY:** The state-of-the-art Rockville Regional Library will be the showpiece of Town Center. Scheduled for completion in late 2005, the new library will be technologically advanced, with a variety of features that appeal to any population. (Above are computer-generated visions of the library's interior.)



# Rockville Town Center

## The Master Plan/Big Picture

### Long-Term Goals with Meaningful Solutions

**GOAL A:** Develop Maryland Avenue as the Town Center centerpiece.

**SOLUTION:** Create tree-lined street with wide sidewalks that clearly connect Beall Avenue and East Middle Lane.

**GOAL B:** Develop North Washington Street as a high-quality, mixed-use street that serves as an appropriate transition to residential neighborhoods.

**SOLUTION:** Incorporate a full-service grocery store to meet the needs of the residential community.

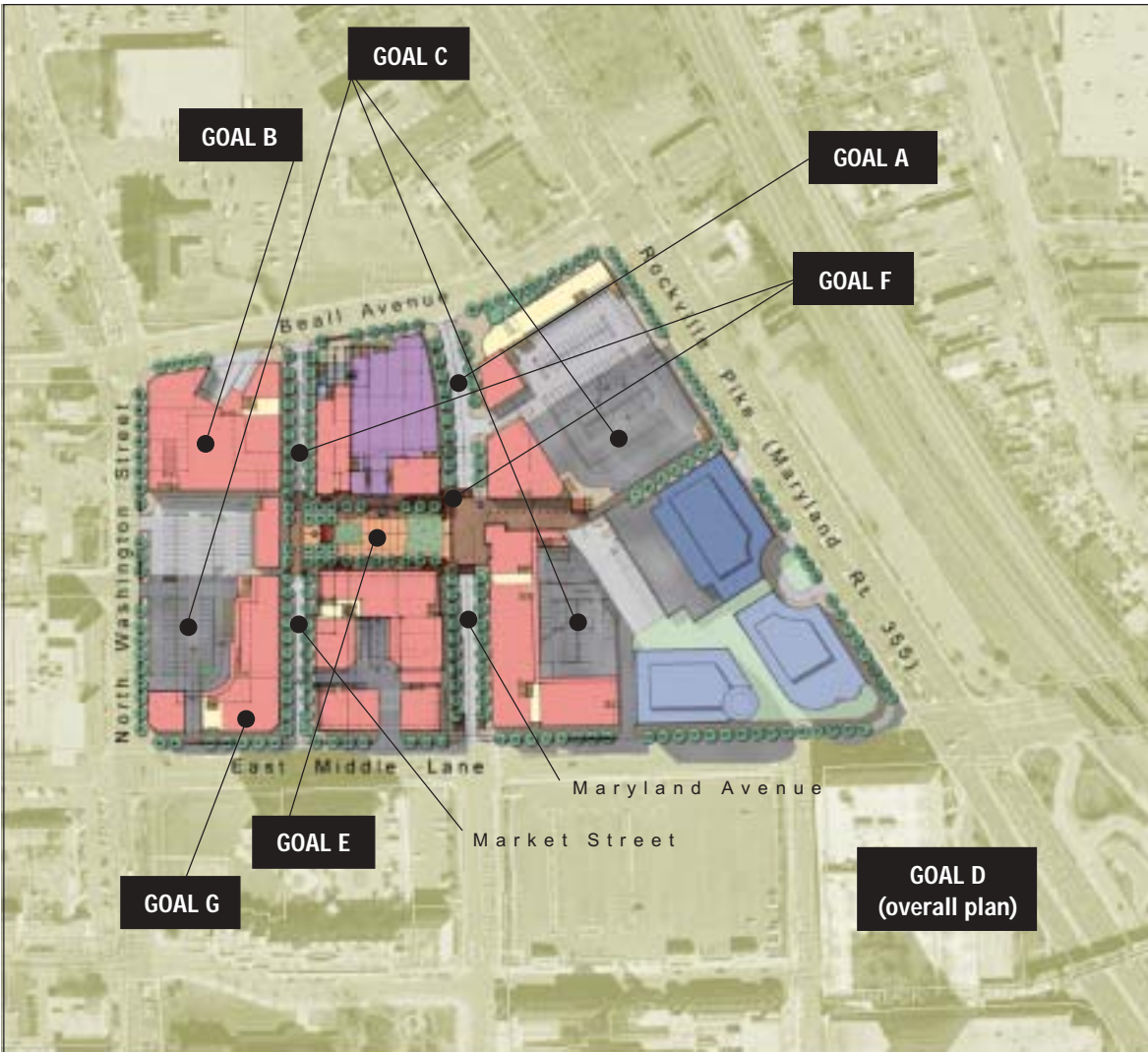
**GOAL C:** Reinforce a sense of urban enclosure by placing parking behind buildings, and design buildings to reach street edges.

**SOLUTION:** Form a limited network of continuous streets edged by mixed-use entities with parking opportunities behind.

**GOAL D:** Encourage high-quality materials in all aspects of site and building development.

**SOLUTION:** Designate acceptable elements and materials for use.

**GOAL E:** Incorporate open space



(landscaping and/or plaza) into private building plans.

**SOLUTION:** Develop “Town Square” in a central location.

**GOAL F:** Create pedestrian-friendly streetscapes and public spaces.

**SOLUTION:** Streetscape dimensions and materials will allow for a comfortable relationship between pedestrians and vehicles.

**GOAL G:** Preserve traditional storefront design techniques; maximize

opportunities for street activity through ground-floor development.

**SOLUTION:** Encourage street-level retailers to exercise creativity in appealing to both vehicular and pedestrian traffic. ■

### TOWN CENTER QUESTIONS & ANSWERS:

*How have the residents of Rockville been involved in the planning process?*

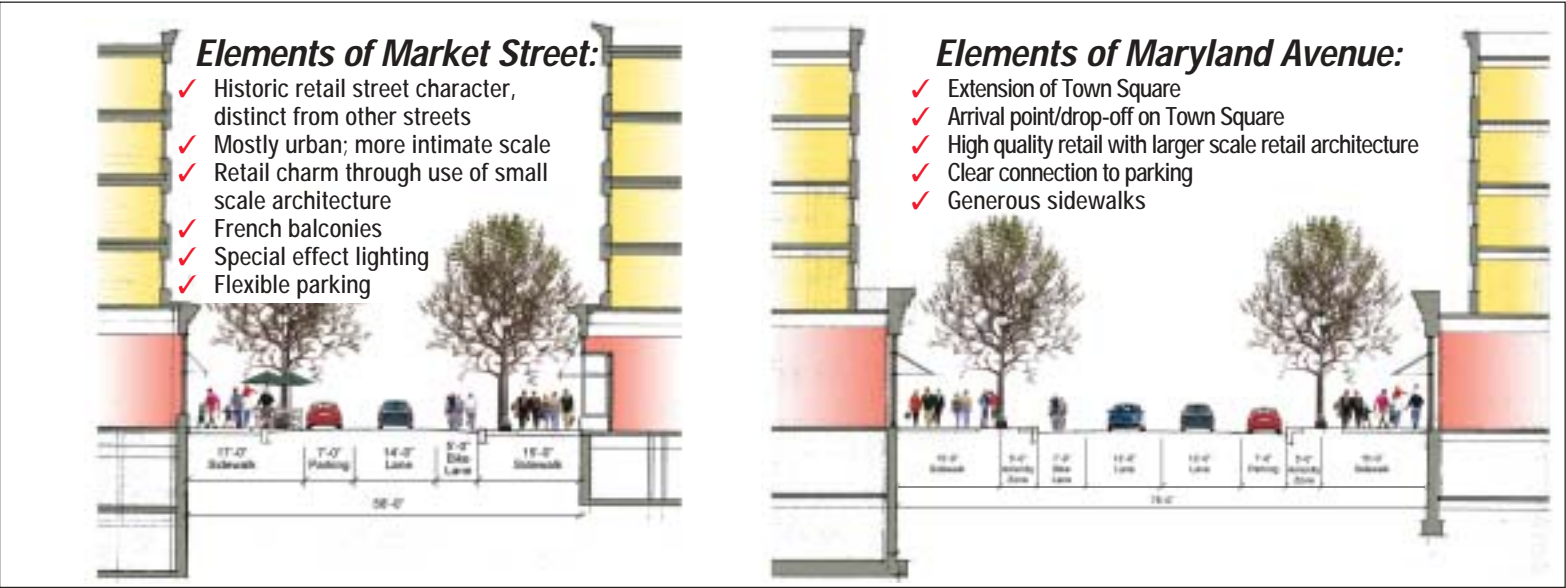
For many years, the residents of Rockville have been asking for a revitalized Town Center. The Town Center redevelopment project is the implementation of the vision developed by Rockville residents during the Imagine Rockville process when asked what they would like to have in their Town Center. The request was repeated at the many meetings writing the Town Center Master Plan during which the public had opportunities to provide their input—including a public hearing. There will be other public hearings on the Town Center redevelopment project in the next few months that will provide opportunities for Rockville residents to weigh in on these issues.

*What will the parking situation be? Will there be a charge for parking in the redeveloped Town Center?*

The development plan calls for three public and one private parking garage with a total of 1,700 parking spaces. There also will be on street parking. The garages will be located inside of the development and retail establishments will be wrapped around them. No decision has been made as yet about the cost of customer parking in the redeveloped Town Center. While there probably will be a charge for the use of the garages, there may be a “park and shop” validation system.



(The darkened areas are for parking.)



### Town Center Time Line — Building Toward The Future

1995	2000-2001	OCTOBER 2001	WINTER 2001-02	DECEMBER 2002
Rockville Mall Demolished	Regal Cinema/ Restaurant Row Opens	Town Center Master Plan Adopted	Preliminary Site Design And Negotiation Begins	Non-binding Agreement Between City, County and Federal Realty Investment Trust



# Rockville Town Center

## Town Square: A Community Place



### A Town Square and Its Elements

- Architecture should respond to the organizing geometries of Town Square in plan and elevation (entries, columns, etc.)
- Contains a zone for retail/cafe
- Create an amenity zone for benches, lighting, trash, etc.
- Town Square should accommodate many uses; soft landscape and fountains, but flexibility to provide interest when the square is "quiet"
- Create a sense of arrival through gateways, valet and surface treatment
- Acknowledge the scaled relationships of the square's edges and treat them as a cohesive backdrop to the open space



The pictures above are examples of Town Square elements and designs.

### TOWN CENTER QUESTIONS & ANSWERS:

**Q** What is the cost of the project?

The total investment in the project ..... \$316.5 million

The **private** investment total: ..... \$219 million

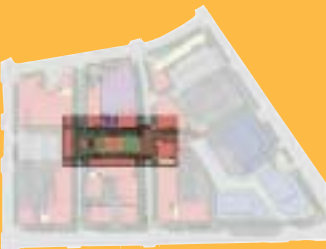
- Breakdown:
- Federal Realty Investment Trust: ..... \$108 million
  - Condominium development: ..... \$33 million
  - Foulger Pratt: ..... \$78 million

The **public** investment total: ..... \$97.5 million

- Combination of:
- City
  - Montgomery County
  - State of Maryland
  - Federal funds
- (This includes the Rockville Regional Library investment by the County: ..... \$21 million)

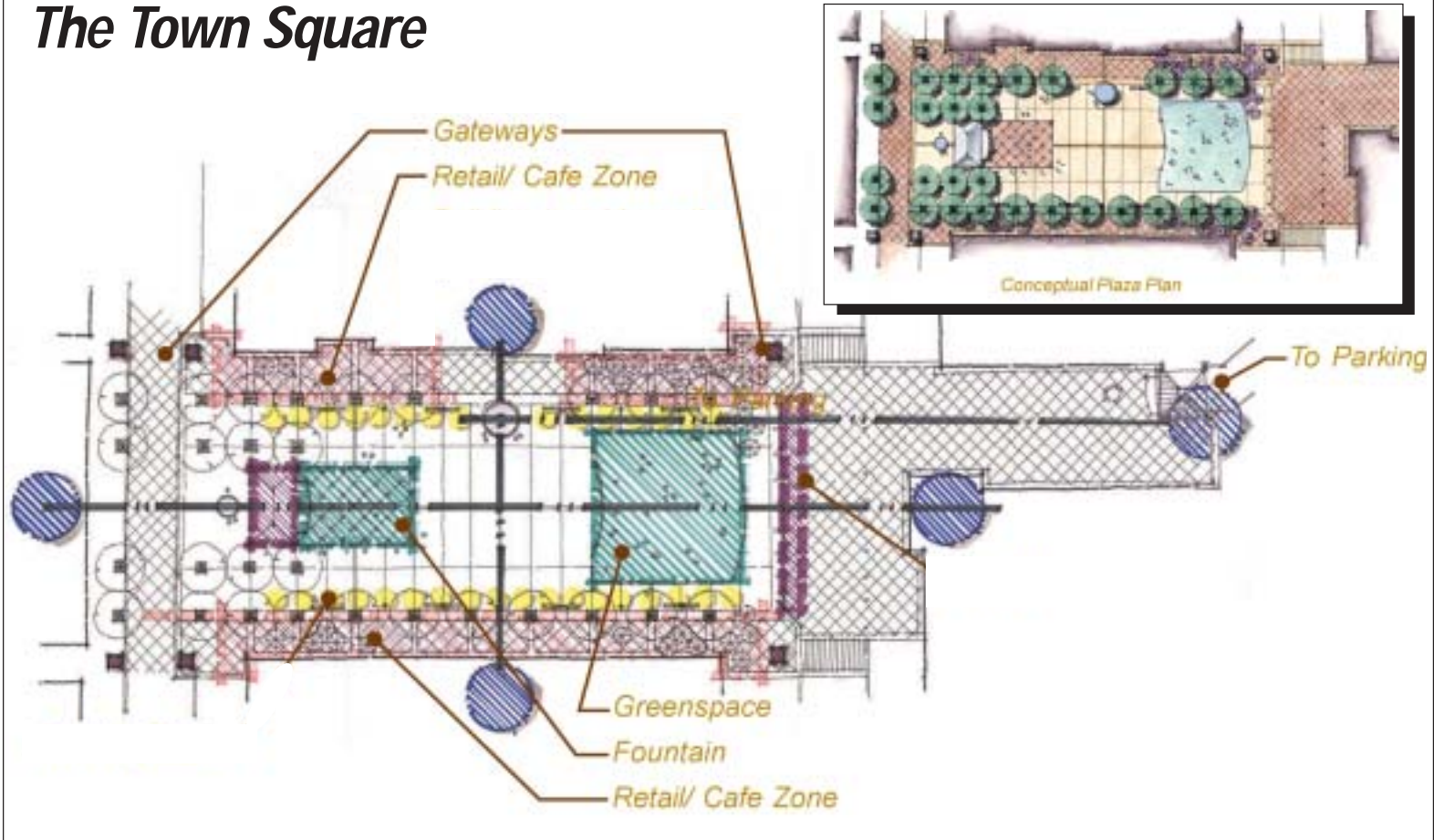
**Q** What is a public/private partnership?

The project envisions a partnership between the private sector, including Federal Realty Investment Trust, and the public sector including the City of Rockville, Montgomery County and the State of Maryland. Generally, a private-public project of this type relies on funding of approximately 60 percent private and 40 percent public. This plan does even better, with 70 percent private investment.



(Darkened area is Town Square.)

### The Town Square



FEBRUARY-MARCH 2003

SPRING 2003

MAY 2003

FALL 2003

LATE 2005

Draft Design Guidelines Presented To Public

Design Guidelines: Public Approval Process

General Development Agreement Final Draft

Town Center Ground Breaking

Opening of Library, Town Square, Retail and First Parking Garage

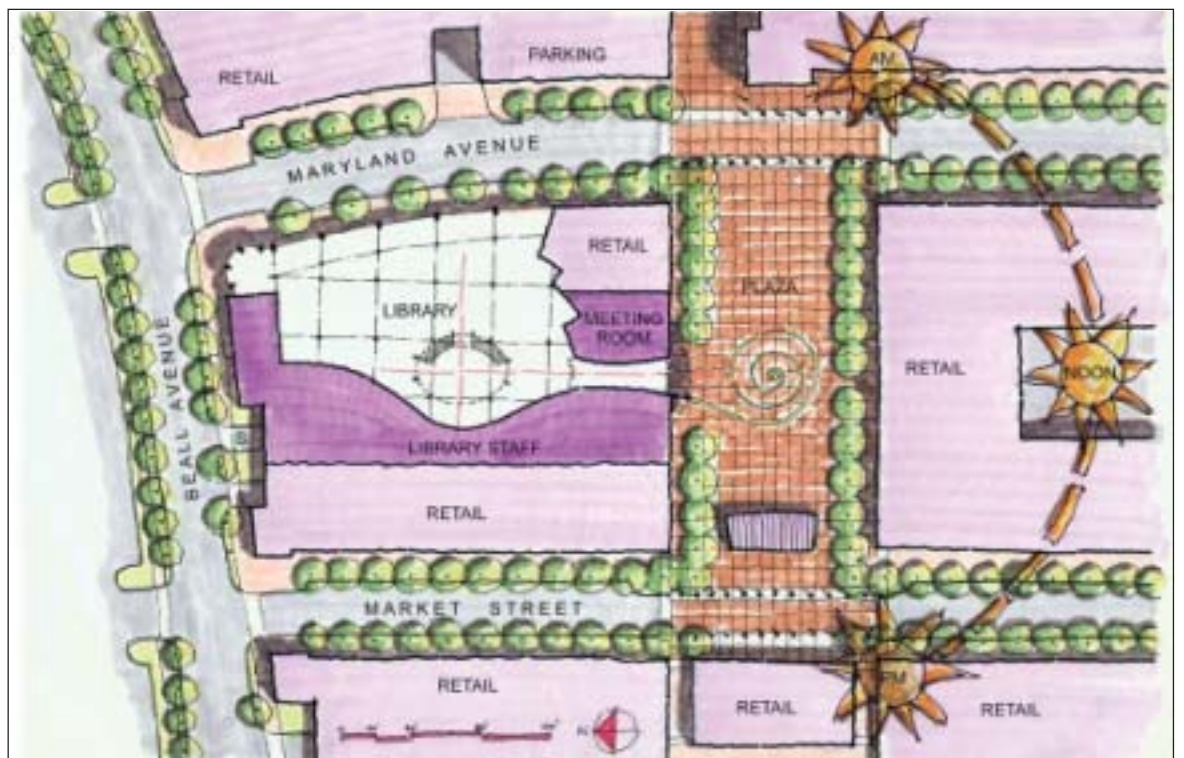


# Rockville Town Center

## A Focal Point: The New Rockville Library

### Rockville Regional Library 10 Key Goals:

1. The library will be a signature building for the City of Rockville and the Montgomery County Libraries. A modern design, complete with large windows that glow at night to reveal the library's contents, will add a rich element to Town Center.
2. The library will be highly visible and easily accessible via Metro, car or foot. Its convenient location will create a gateway to the new Town Center at the corner of Maryland and Beall avenues.
3. Seeking to remember the past in a meaningful way, the Library will preserve the City's history while striving to create a sustainable future.
4. The library will welcome the diverse population it serves: children, adults, seniors, teens and varied ethnic and socioeconomic groups.
5. The new library will be highly functional, user-friendly and simple to supervise and secure. Clear organization, efficient planning, acoustic zoning, proper lighting and accessibility will be incorporated at every phase.
6. Its distinct location will add to the Library's ambiance. The Library's entrance will be located at the center of Town Square, and at the lowest level there will be large bay windows with reading areas so guests can enjoy Town Center views.
7. State-of-the-art technology will be available throughout the library. The systems will be adaptable for future upgrades as technology and library services progress.
8. The library will seek to adhere to environmental recommendations by the U.S. Green Building Council. Attention will be given to ensure excellent indoor air quality standards, day-lighting standards, solar orientation, green roofing, energy conservation and smart growth site design initiatives.
9. The library will house a custom-selected 200,000-plus volume collection. Taking into consideration the needs and desires of the community, the library system designed an appropriate collection for this facility. There also is room for the anticipated growth of the collection.
10. A great variety of services, programs, equipment and space will be available to accommodate the community. Some features included:
  - Two large public meeting rooms (one with a display of Doc Vinson's historic soda fountain from Peerless Rockville)
  - Friends of the Library Shop
  - Numerous computers for public use and training
  - Large children's library
  - Teen area with multimedia features and homework center
  - Audio/video collection
  - Comprehensive reference collection with business and government specialties
  - Diverse foreign language collection
  - Adult fiction and non-fiction collection
  - Several quiet rooms, tutor rooms, group study rooms and meeting spaces.



The new Rockville Regional Library will open to the Town Square. Large bay windows will provide users with views of the square. The map shows the library's location at the corner of Maryland and Beall avenues.

### NEW LIBRARY MAJOR ELEMENTS:

- Welcoming and inviting
- Friendly and assessable
- A gathering place for the community
- State-of-the-art technology
- Great variety of programs and services
- An environmentally sustainable building
- A variety of places, spaces and seating for reading and researching



(The darkened area above is the location of library.)

### Want more information on Town Center?

- [www.ci.rockville.md.us](http://www.ci.rockville.md.us)
- The Rockville Channel (TRC-11)
- 240-314-8200